



THE UNIVERSITY *of* EDINBURGH

News Release

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Top-level appointment helps put researchers and industry in touch

A new chief executive officer has been appointed to spearhead commercialisation activity at the University of Edinburgh.

George Baxter takes up the post at Edinburgh Research & Innovation (ERI) on 24 October.

Mr Baxter joins from the University of Nottingham, where he was Director of Research and Enterprise and Director of Business Engagement and Innovation Services.

He brings a wealth of experience to the role, having worked for the University of Salford, the Northwest Regional Development Agency and AstraZeneca Speciality Chemicals.

Mr Baxter takes the reins as ERI seeks to expand the University's engagement activities with industry.

The organisation has been reshaped to provide a focused service for companies wishing to work with the University.

A new senior executive team, headed by Mr Baxter, is in place to lead the change.

ERI's service now supports industry, researchers and students in developing relationships. Its remit is to increase impact by supporting collaborations between companies and the University's world-class research base, expert knowledge and facilities.

ERI continues to provide dedicated support for enterprise development with the University's student base, consultancy services for industry, company formation and the development of protection for commercial ideas.

Gordon Donald, ERI Chief Operating Officer, said: "George Baxter has a very strong background in research and innovation. He brings a level of experience that will contribute significantly to the ERI team and to taking forward the company's new strategy and business plan."

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